


Is There a Better Way?
The Entrepreneurial Nonprofit
Transformational Leadership and Entrepreneurial Thinking for Nonprofits

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 **School of Management**
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- Our time together**
- Current state
 - Challenges
 - Change
 - Embracing Entrepreneurship
 - Turning challenges into opportunities



- Shared Challenges**
- People
 - Strategy
 - Execution
 - Cash

Special Challenges

- Increased regulatory requirements
- Changing reimbursement environment
- Non-profit Revitalization Act of 2013
- Reporting requirements/paperwork/data collection
- Revenue uncertainty
- Rising expenses
- Increased "competition"

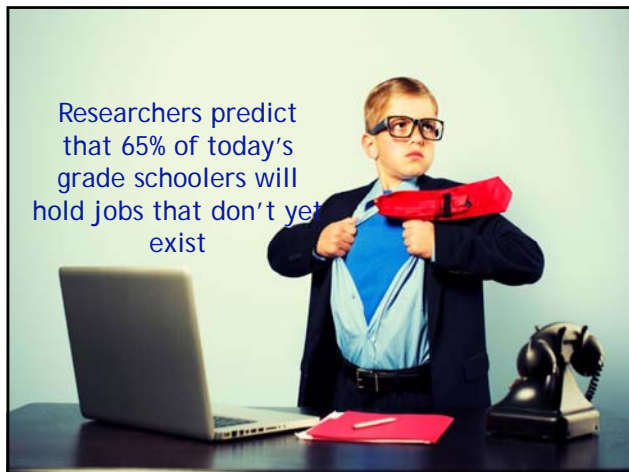
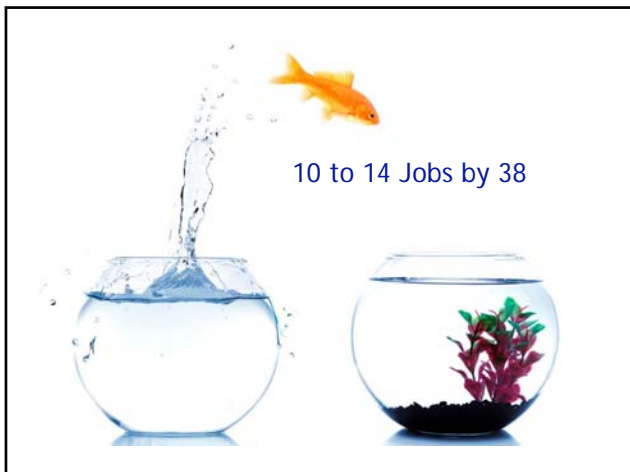
Special Challenges

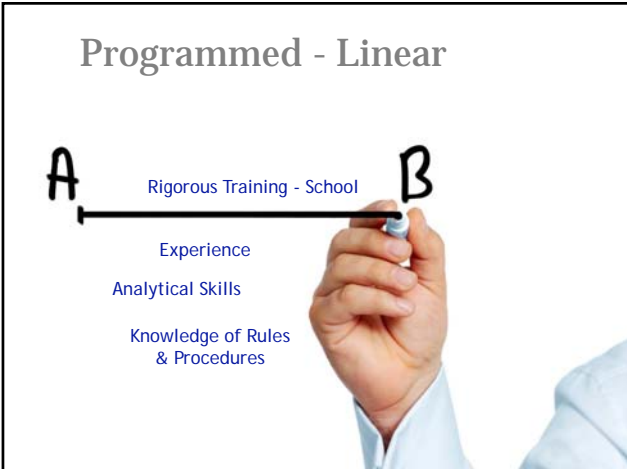
- Increased scrutiny
- Sustainability
- Higher expectation of payers
- Politicians imposing new rules with no real world experience in the field
- Boards
- Mission creep

A Tale of 2 Nonprofits











“Studying entrepreneurship without doing it...”

...is like studying the appreciation of music without listening to it.”

Seth Godin

Where do we start?

Embrace pracademics?

Explore what we are passionate about and share it with...

Experience dogged determination

Learn How to Fail - Try and Fail...Do It Again!

Experience creative problem solving

Learn how to be adaptable

Learn to be passionate communicators

Social Entrepreneurship



One for One

Greyston Bakery



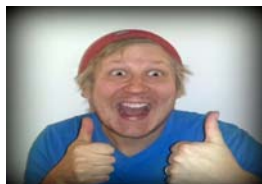
Enterprising Nonprofits-Yale Study

- 519 participating organizations
- 42% operating earned income activities
- 5% had tried, but with little success
- 53% had never tried

Enterprising Nonprofits-Key Findings

- Have more employees
- Don't wait for full funding before starting new projects
- Have budgets of \$5M+
- Did so to become self sustaining
- Have a strong desire to grow

Turning Challenges Into Opportunities



A Better Way – Our Workshop

- Set goals- strategic planning
- Focus on why - purpose matters
- People
- Strategy
- Execution
- Cash

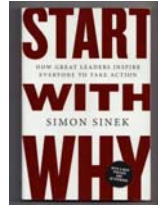


Goal setting facts - HBS

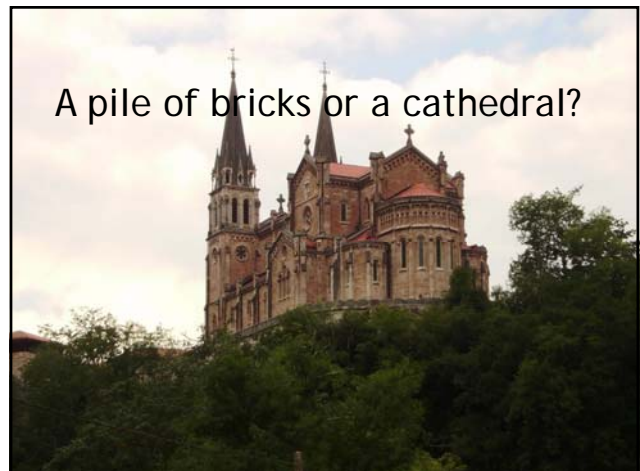
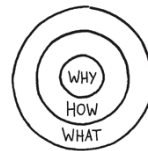
- 83% of the population does not have goals
- 14% have a plan in mind, but not written
- 3% have goals written down
- 14% who have goals are 10x more successful
- 3% with written goals are 3x more successful than the 14% with written goals

#2 Purpose Matters – Simon Sinek

It starts with why



The Golden Circle

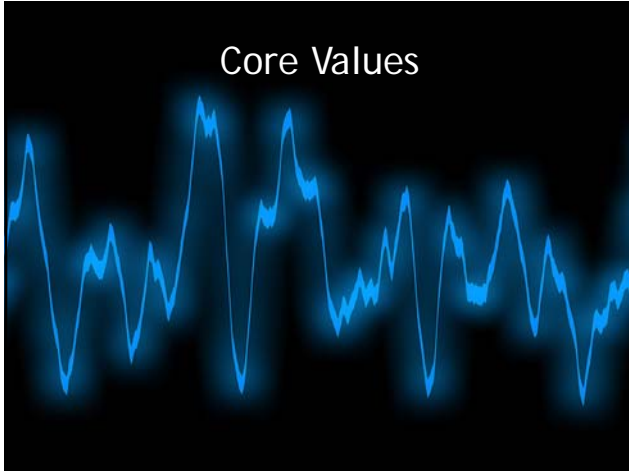


Core purpose examples



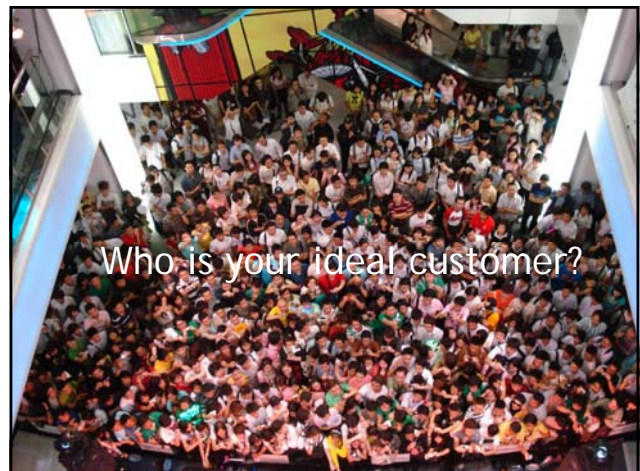
#4 - Strategy

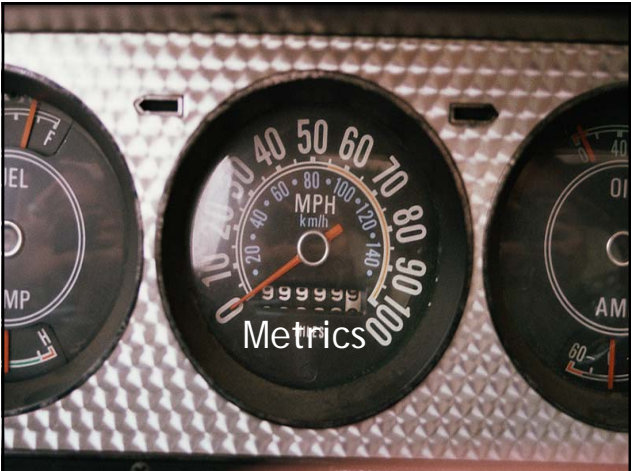
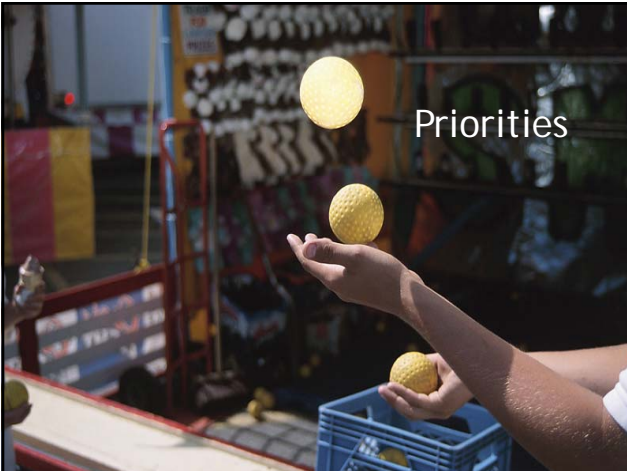




Core Competencies

“What is your organization great at?”








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